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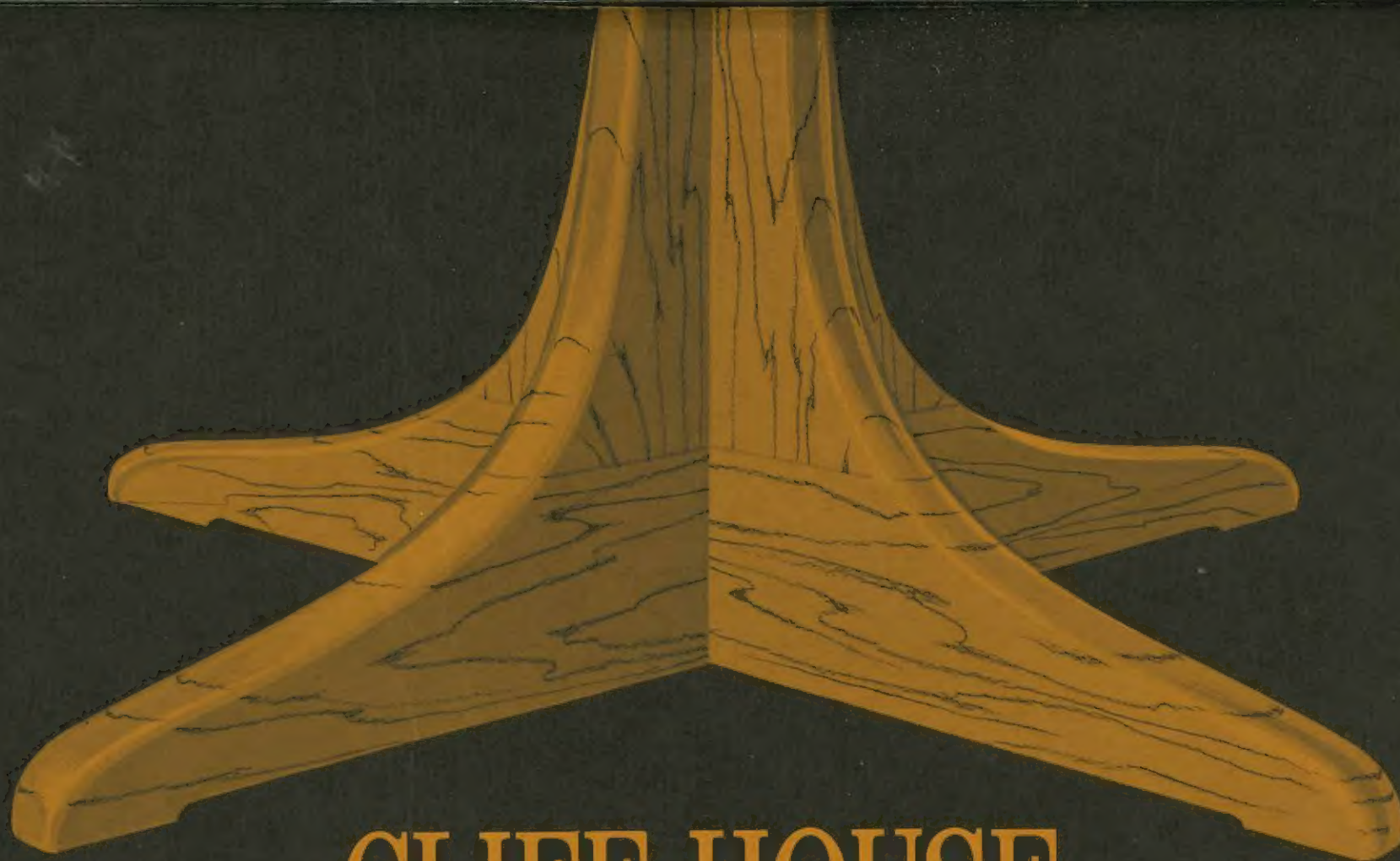
the CLIFF HOUSE
collection by
Heywood-Wakefield
1964-1965

RETURN TO
DESIGN DIV.



C-26





CLIFF HOUSE

is something quite new and wonderful in contemporary furniture. This is American Contemporary . . . a fresh concept in clean-lined design that offers, also, a most satisfying warmth. Cliff House is decidedly "livable" furniture.

The entire collection is made of solid wood . . . exquisitely grained solid cherry wood accented with solid maple, for beauty and strength, both enhanced with a unique, softly glowing Doeskin finish. Cliff House not only is solid, it has a solid look and solid durability, too. All the honest American cabinetry you expect of Heywood-Wakefield is expressed in this line. Sculpturing, moulding, steam-bending, and shaping serve to give the basically crisp lines a generous effect of grace.

In style, in scale, in feeling, Cliff House is a true American Contemporary. Honest, solid, and superbly classic furniture . . . in all ways of today, but just as beautifully *for tomorrow*, too.



PATENT OFFICE

SEP 9 1964

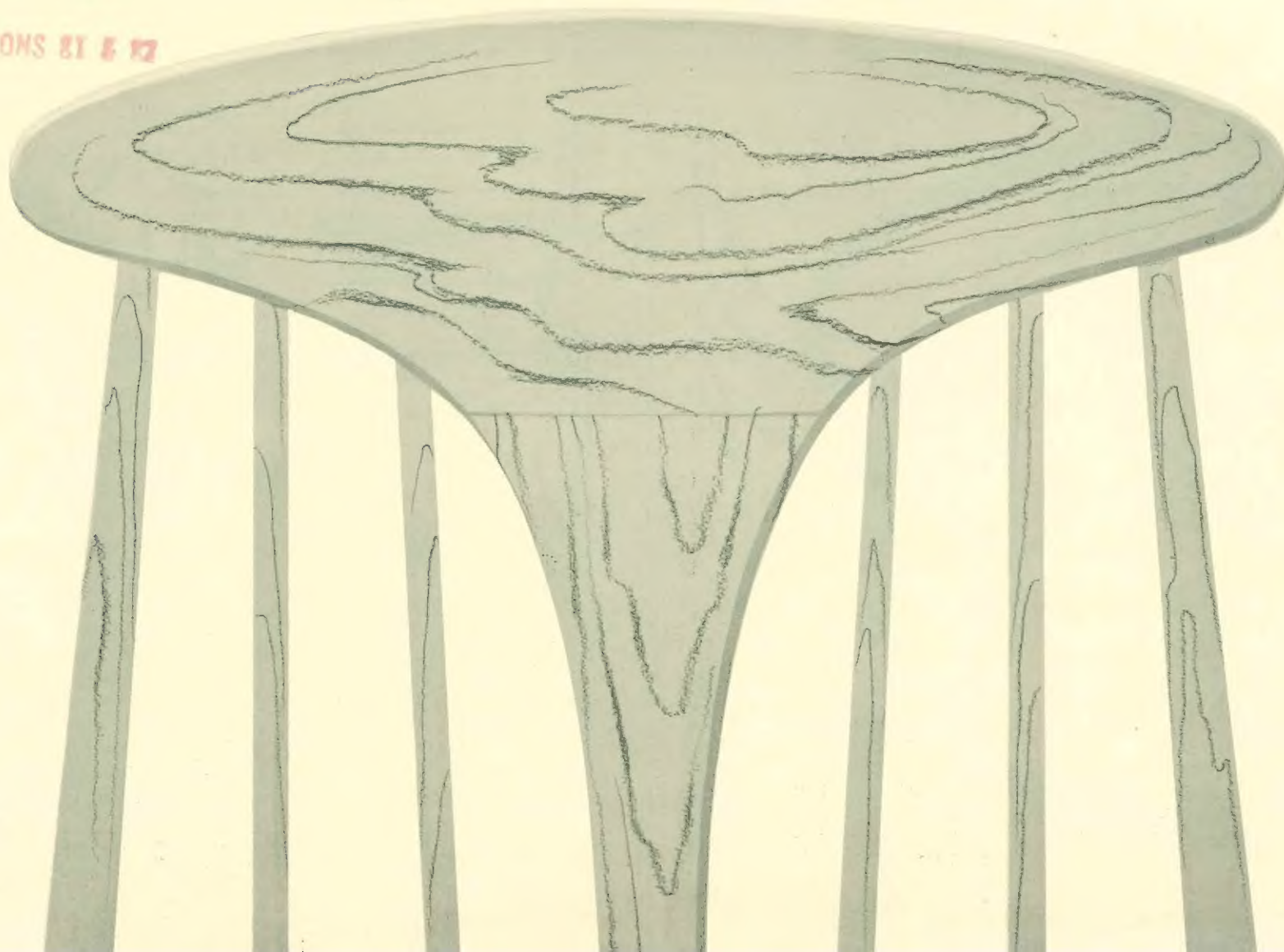
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The Cliff House Collection by Heywood-Wakefield

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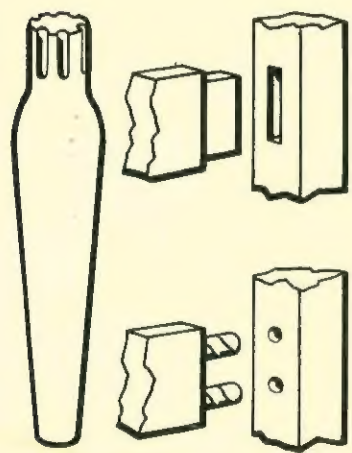
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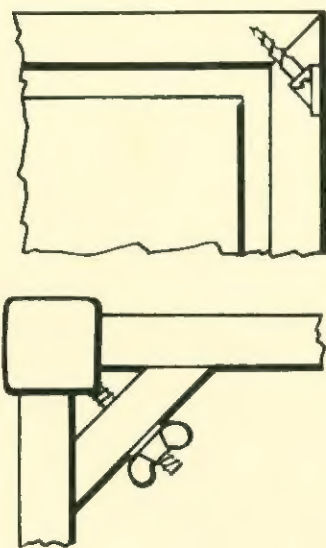


Cliff House by Heywood-Wakefield

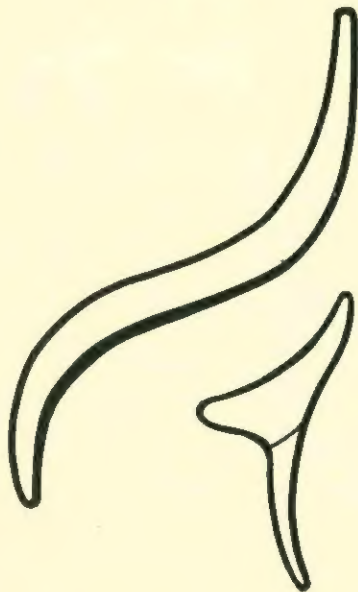
Beauty much more than skin deep...



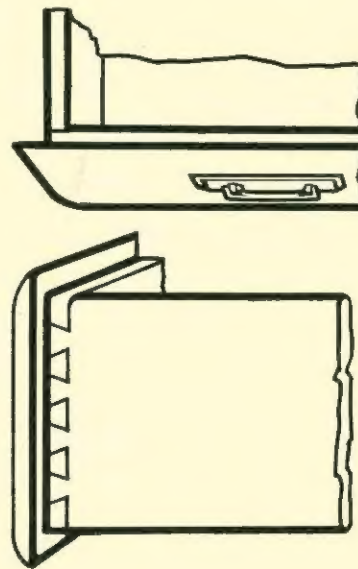
For extra strength . . . Heywood furniture employs the famed Valiton compressed tenon (developed years ago by a Heywood craftsman!) that makes the joint the strongest part of the piece! In other areas, we use double dowels or mortises and tenons to literally lock elements together.



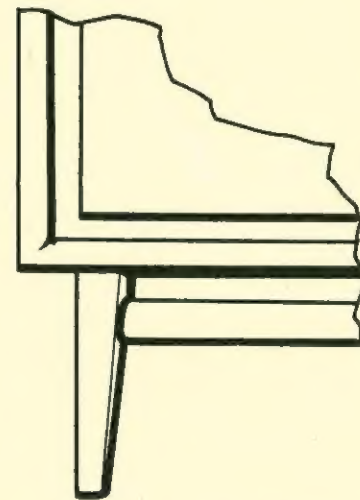
Heywood uses joining that answers special needs. Mitre and screw, for example, act precisely like a built-in steel clamp. The corner block provides great strength at points of great stress. This is part of the integral, built-in Heywood quality story.



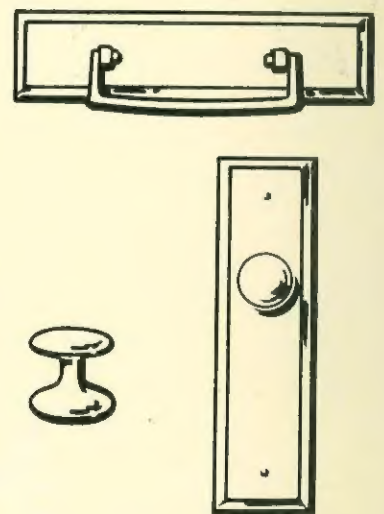
Nobody knows solid woods like Heywood . . . and because we've got generations of craftsmanship behind us, we can steam bend solids into flowing subtly sculptured shapes that retain the strength made possible only with solids.



There are fully lipped drawers on all case pieces. This eliminates any possible trouble from swelling or shrinking caused by climatic changes and guarantees a smoothly fitted drawer. And of course all drawers are fully dovetailed for extra strength and rigidity.



The leg and rail understructure of Cliff House cases is a prime example of craftsmanship. The shape and taper of the leg, the precise position of the leg under case, the softly rounded rail that frames the case—all these add up to a uniquely lovely "floating look" — a look made possible because it was created by men who know how to get the most out of solid woods.



All the hardware used on Cliff House was custom designed for the individual pieces that form the collection. Quality of course — solid brass bails and knobs in a range of sizes to accent specific doors and drawers. All the hardware has the Cliff House look—rounded, softened, crisp and clean.

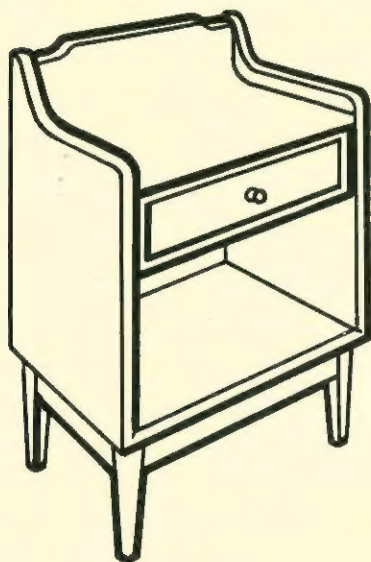
Of course Cliff House is designed to please the eye—untiringly for year after year. It's clean, elegant silhouette, the lustre and beauty of its finish, these and more, complement your own good decorating taste.

But Cliff House is *built* to endure as well. There is quality construction throughout—there are hidden features you'll never see that assure you of years and years of gratifying family service. Shown on these pages are just some of the Cliff House features that Heywood-Wakefield painstakingly builds in to protect your investment in continuing home beauty.

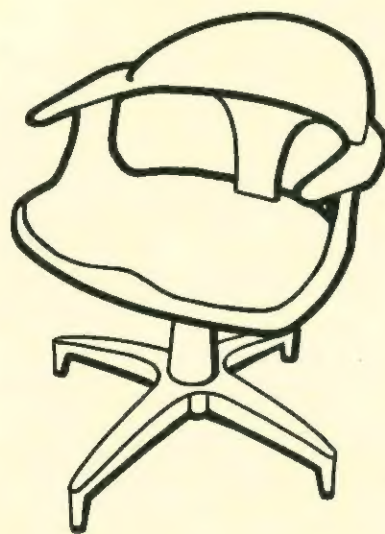
the solid virtues of solid cherry. There's almost an American type of ring to the word "Cherry"—probably from the old fable about the young Mr. Washington. But there is no fable to the virtues inherent in cabinetry of solid Cherry. For example . . . Cherry has a beautiful and distinctive grain / Cherry is strong and enduringly hard / Cherry has good shock resisting quality / Cherry is stable.

All this means much in fine furniture crafted of Cherry. For example . . . Furniture made of Cherry resists warping and twisting / Furniture made of Cherry has a solid heft—but weighs less than either birch or maple / Cherry has less swelling and shrinking which results in furniture of better appearance, better construction, better quality.

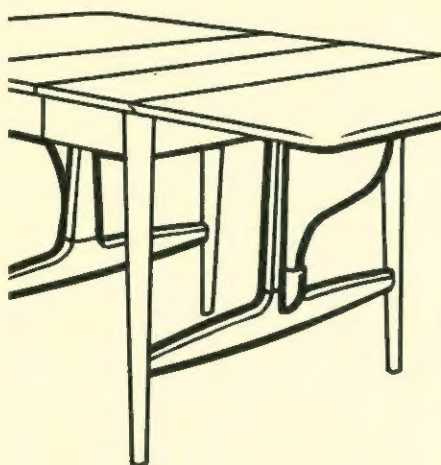
And Cherry takes a beautiful finish, too—like the wonderfully rich brown Doeskin you'll find on Cliff House.



A superb example of the flowing line and subtle curves that characterize Cliff House. See how smoothly the top and rear gallery rail of this Night Table blend together. This is a masterful handling of solid wood — it looks so beautiful because it looks so natural.



The peak of the crafts of bending, blending, saddling, shaping and sanding—this superb swivel chair combines infinite grace with truly solid quality. Note for example how the arm standard grows out of the seat like a tree limb. The flow of line is so smooth it almost seems as though this chair were carved out of a solid cube of cherry.



Strength where strength is needed. See how the beautifully shaped "rudder" support provides solid support for this drop leaf table — and contributes its own impact to the overall design appeal. The graceful yoke type stretchers combine great strength with great elegance. And, typically Heywood, this table is planned so that it can receive chairs even with leaves down.



Cliff House Dining Room Furniture

Like all of Cliff House, the dining room collection is honest, forthright American design—no false drawers, no skimpy dimensions. It has a solid look achieved through the shaping and sculpturing of Cherry and through the extensive use of drawer-lipping. And Cliff House affords broad selection for every dining room need. You'll find large chests and small—drop leaf and round tables—upholstered and wood seating . . . Cliff House dining room offers you complete flexibility in planning your dining room to meet your own requirements.

Cliff House Solid Cherry..

Solid Cherry—a fine and distinctive American cabinet wood—is used throughout the Cliff House collection, accented with solid Maple for beauty and strength. Cherry is a beautiful wood in many respects—rich tight graining that takes a clear translucent finish is one of its most attractive features. And solid Cherry can be shaped and steam bent, sculptured and worked to yield truly remarkable design.

Incidentally, many knowledgeable furniture people feel very strongly that furniture made of Cherry has a special intrinsic value—that it will actually increase in value over the years . . . even as many of today's most valuable antiques are made of Cherry.

M 134 PANELED SERVER W44" D18" H30"

Right half of top drawer is partitioned and lined for silver storage. Adjustable shelf behind panel doors.

This graceful Server permits the wise hostess to make maximum use of even limited wall space. Here is a wealth of planned storage capacity that lets you take advantage of what can be a short-wall problem. And of course, the warm brown hand-rubbed Doeskin finish adds a special note of welcoming warmth.



M 134

M 134 PANELED SERVER

M 144 FRAMED GLASS HUTCH

Hutch: W44" D12" H46"

Two glass doors with shaped framing. Two adjustable shelves, each wide enough to stack large dinner plates. Recessed base of Hutch makes full top of Server Base accessible for display or serving. Hutch back of cherry veneer.



M 134/M 144

M 135 BUFFET
W 54" D 18" H 30"

Three center drawers and two paneled cupboards. Top drawer fully partitioned and lined for silver storage. Adjustable shelf behind each paneled door.

A gracious dining buffet that provides lots of planned storage for linens, silver, etc. The adjustable shelves in the end cupboard permit the hostess to accommodate odd-shaped or extra-tall serving or decorative pieces.



M 135

M 135 BUFFET

M 145 CHINA TOP
Top: W 54" D 12" H 46"

Top framed glass doors and two sliding glass center doors are the features of this beautifully graceful china top. There are two adjustable shelves behind each door. Of special design interest is the shaped top cornice rail which not only adds real beauty but extra strength and solidity to the entire China Top. China back of cherry veneer.

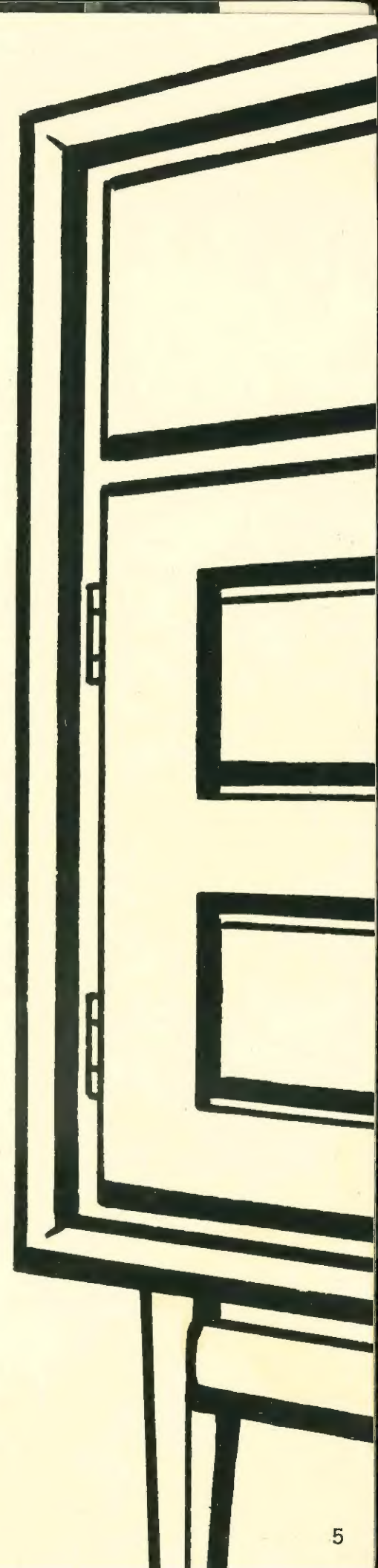
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DIVISIONS BT & RZ



M 135 / M 145





M 136 TAMBOUR BUFFET
W 62" D 18" H 30"

Asymmetrical front with banked drawers at left. Large linen drawer across the tambour top. Smaller top drawer is partitioned and lined for silver storage. Adjustable shelf behind tambour doors.

There is a distinction to the tambour treatment that is truly elegant, and truly satisfying to the discriminating homemaker. This Buffet provides for lots and lots of storage—and does so beautifully and decoratively. The smoothly operating tambour doors are set off by custom-design Cliff House pulls of solid brass.

M 136

M 136 TAMBOUR BUFFET

M 144 FRAMED GLASS HUTCH
Hutch: W 44" D 12" H 46"

This asymmetrical arrangement of the Glass Hutch on the Tambour Base provides a really distinctive arrangement for the fashion-conscious homemaker. The Hutch has two adjustable shelves behind the glass doors, each wide enough to stack large dinner plates. Hutch back of cherry veneer.



M 136 TAMBOUR BUFFET

M 146 PANELED CHINA TOP
Top: W 62" D 12" H 46"

Two side paneled wood doors provide cupboard space at each end and have two adjustable shelves behind each door. Two sliding glass doors in front center with two adjustable shelves behind them. China back of cherry veneer. This large and truly imposing piece provides display and storage for china, crystal, and your own special heirloom pieces.

M 136 / M 146



M 136 / M 144

M 137 BUFFET

M 141 GLS FRAMED GLASS DOOR HUTCHES (2)
Hutch, each: W 36" D 12" H 46"

Two adjustable shelves behind glass doors. These two pieces butt flush against each other to provide a solid wall of Cherry when used with the Buffet. Has all the appeal and effect of a built-in wall of furniture. Hutch backs of cherry veneer.



M 137/M 141 GLS

M 137 BUFFET
W 72" D 18" H 30"

Top right center drawer partitioned and lined for silver storage. Two large center drawers ideal for linen. Adjustable shelf behind each of the side double-paneled doors.

The King-Size Buffet for a gracious dining room setting. This massive—and graceful—Buffet Base provides storage space for every hostess requirement. The artful arrangement of drawers and doors give this imposing piece a wonderful design unity—and for all its grand size, it is a piece with real character and dignity.



M 137



M 137/M 146

M 137 BUFFET

M 146 PANELED CHINA TOP
Top: W 62" D 12" H 46"

Two side paneled wood doors provide cupboard space at each end; two adjustable shelves behind each door. Two sliding glass doors in front center with two adjustable shelves behind them. China back of cherry veneer.

The Cliff House Finish

Cliff House is meticulously hand-finished to a warm brown Doeskin tone that enhances the beauty of the natural wood grain of the solid Cherry. To obtain the richness and depth of lustre you will find in Doeskin, it is necessary to go to many more hand polishing and rubbing operations than in the run-of-the-mill finish. And when Heywood craftsmen are satisfied with the finish it is protected with baked-on lacquer and rubbed again to a soft, rich sheen.



M 151 G1 SQUARE/ROUND DINING TABLE
Dia. 44". Extends to 44" x 56" with one 12" leaf. H 29".

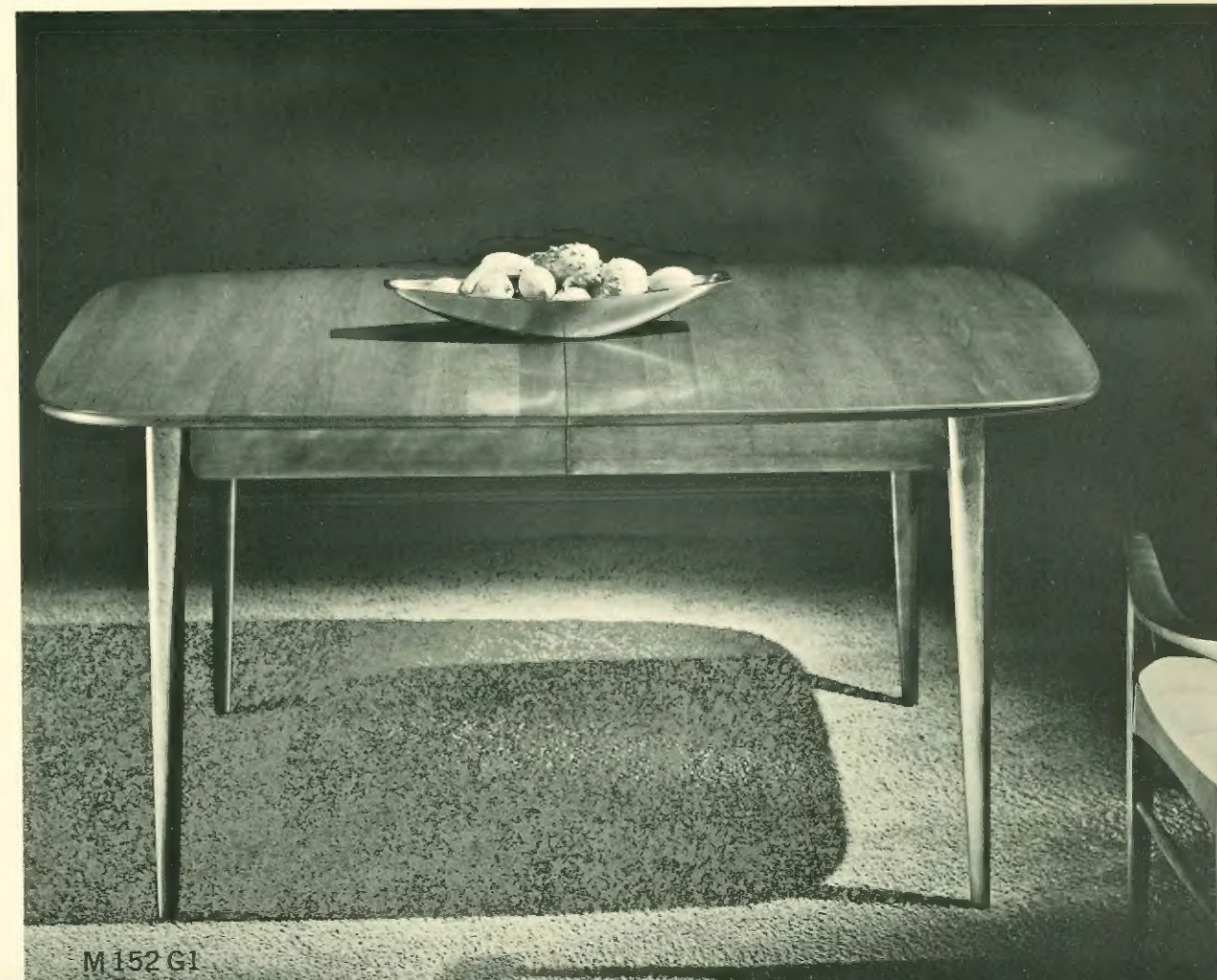
M 151 G3 SQUARE/ROUND DINING TABLE
Same as above with three 12" leaves. Extends to 44" x 80".

An unusually functional table—the square-round effect of the crisply curved corners provides the maximum seating capacity of square-edged table with the beauty and softness of line of a round table. The steambent apron is set back to give the top a floating look. Provided with Watertown steel slides for additional strength and easy opening action.

M 152 G1 RECTANGULAR EXTENSION TABLE 42" x 62". Extends to 74" with one 12" leaf. H 29".

M 152 G3 RECTANGULAR EXTENSION TABLE. Same as above with three 12" leaves. Extends to 42" x 98".

This rectangular table has rounded corners to provide a softness and sleekness to the silhouette. Legs are carved and tapered from solid Cherry stock—and the taper is to an oval that has a distinctly contemporary flavor. The deeply moulded apron is recessed to give the top a floating look. Provided with Watertown steel slides for additional strength and easy-opening action.





M 153 G1 YOKE DROP-LEAF DINING TABLE

Leaves down: 42" x 28". H 29"

Leaves up: 42" x 64", extends to 76" with one 12" leaf.

M 153 G3 YOKE DROP-LEAF DINING TABLE

Same as above with three 12" leaves.

Extends, leaves up, to 42" x 100".

Top provided with the rounded corner shape for a softer silhouette without any sacrifice of seating room. The drop leaves are supported by an unusually graceful "rudder," which in turn is supported by a yoke shaped stretcher. The rudder has a continuous design flow into the support base itself and provides a truly handsome design feature. The legs, carved from solid Cherry, start as a taper and shape down to a full round. Watertown steel slides provide the extra strength needed to eliminate any unsightly center legs.



M 154 G PARTY TABLE

Dia. 48" H 28"

Shaped out of extra-thick solid Cherry. Unusual carved pedestal base is also carved out of extra-heavy Cherry stock. Steam-bent warpage cleats under the table top provide uniform support. This table is particularly effective when used with the M 158 C Swivel Chair

The Party Table is a most practical conversation piece. Seats six in luxurious comfort—and the carved and shaped pedestal base has an art gallery quality to it. The extra thick top and solid heft of the base provide this table with a rare combination of true grace and great strength.

M 158 C PARTY SWIVEL CHAIR

W 26" D 23" H 28"

Gives the impression of being carved out of a solid cube of Cherry. Deep saddle seat actually carved out of single slab. Steam-bent back. Superb example of joining—these curves just flow into each other. Aluminum pedestal covered with solid Cherry. Aluminum legs achieve a floating look through the use of side black enamel treatment. Rubber cushioned glides for additional comfort and luxury. Perfect companion chair for the M 154 G Table.





SIDE CHAIRS

M 155 A PANELED BACK SIDE CHAIR W 18" D 19" H 36"

Features a continuous back post shaped of solid stock. Extra sturdy Heywood construction features steambent horseshoe boxing and lag bolt treatment. Shaped, flush top rail, and shaped back panel. Seat is polyfoam filled.

M 156 A YOKE BACK SIDE CHAIR W 19" D 18½" H 36¾"

Steambent back compound curve top and yoke give this chair one of the most attractive chair silhouettes ever designed. Quality, of course — scooped saddle seat out of extra - heavy stock; complete stretcher construction with tapered legs. Built to endure . . . beautifully.

M 157 A LADDER BACK SIDE CHAIR W 18½" D 19" H 37½"

A superb combination of the best of Shaker combined with crisp modern design. Button-tufted bucket-shaped seat is polyfoam filled, and has carefully detailed and shaped boxing. Steambent shaped slats, flush top rail, full stretchers, continuous back posts.



ARM CHAIRS

M 155 C PANELED BACK ARM CHAIR W 22½" D 19" H 36"

Continuous back post shaped of solid stock. Extra sturdy construction as in the companion Side Chair. Note the elegance of the subtly turned arms that provide real support and comfort. Seat is polyfoam filled.

M 156 C YOKE BACK ARM CHAIR W 22½" D 18½" H 36¾"

Companion piece to the Yoke Back Side Chair with the same construction features. Note the Shaker design influence in the rounded arms.

M 157 C LADDER BACK ARM CHAIR W 23½" D 19" H 37½"

Companion piece to the Ladder Back Side Chair with the same construction features. Note especially the continuous front post feature that provides both extra beauty and extra strength.



Cliff House Bedroom Furniture

The Cliff House Collection offers a broad and varied selection of bedroom furniture to answer every decorating and storage need. You'll find the pieces that are just right for a boy's room or a guest room, a master bedroom or a girl's room. And all the furniture has the rich patina of a glowing brown Doeskin finish on solid Cherry wood. Heywood quality, throughout, of course—with the attention to detail, the pride of craftsmanship that means years and years of proud service for you and your family.

M 140 OPEN PANEL BED. 3/3 and 4/6 SIZE. Headboard height 37". Footboard height 14". A clean, simple open panel headboard with typical fine Cliff House detailing. Tapered end posts are flush fitted to the shaped top rail. The beautifully sculptured footboard is exceptionally low and its ends turn in a graceful arc.

M 140 3/3 H or M 140 4/6 H—same as above but without footboard and has metal bed frame.

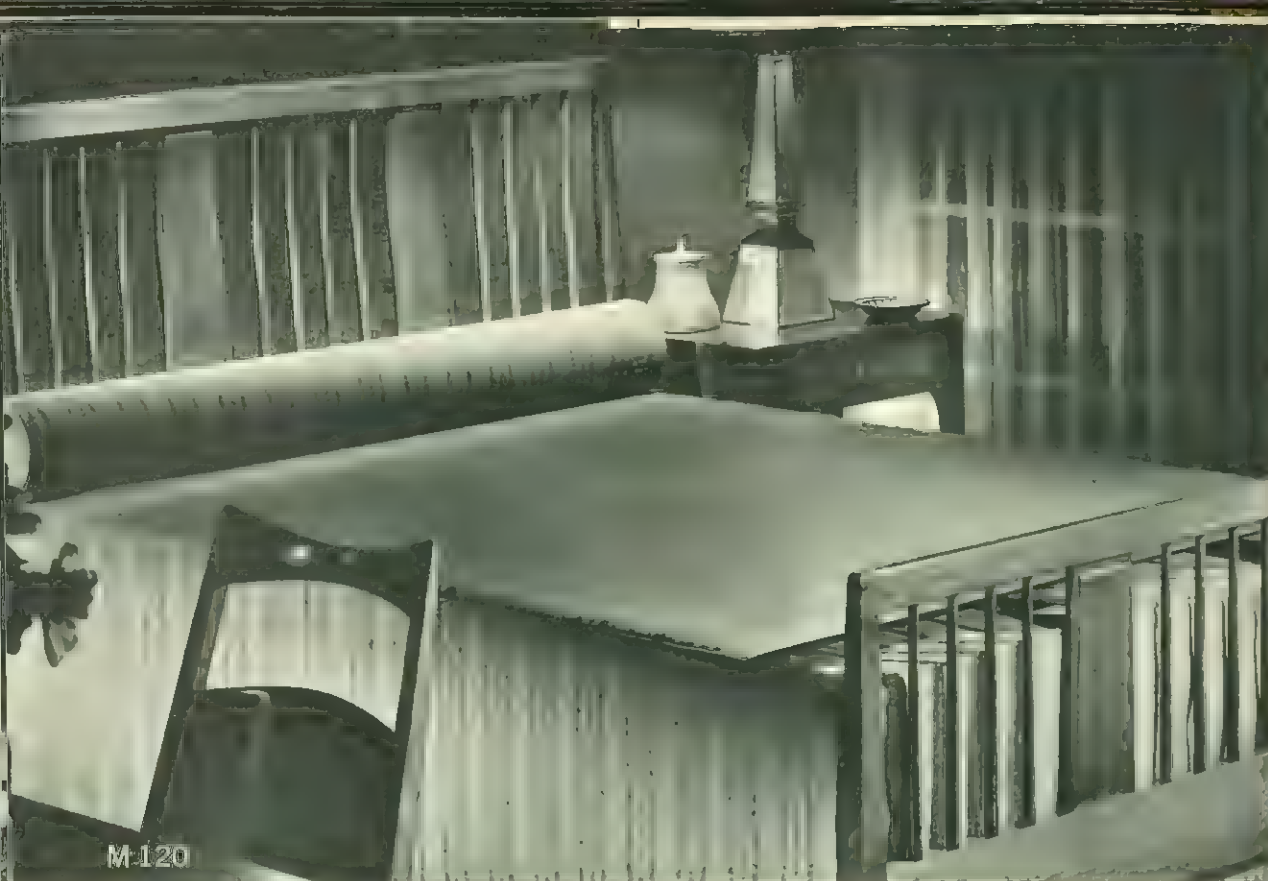
M 110 YOKE BED. 3/3 and 4/6 SIZE. Headboard height 38 3/4". Footboard height 14". The headboard is a fine example of Heywood skill in shaping and perfect joining. The spindles taper from round at the top to oval at the base. The beautifully sculptured footboard is exceptionally low and its ends turn in a graceful arc.

M 110 3/3 H, M 110 4/6 H and M 110 5/0 H—same as above but without footboard and have metal bed frame.

M 110 6/6 H YOKE HEADBOARD BED. Headboard height 39".

The superbly shaped headboard is a full 79" wide and is skillfully constructed of a long shaped top rail which is painstakingly flush fitted to two tapered Yokes and twelve tapered spindles. Has two "swing-away" metal bed frames.





M-120



M-120 3/6

M 120 SLEIGH BED 3/3 and 4/6 sizes. Headboard height 42" Footboard height 25". Extra high headboards and footboard provide a striking silhouette. Back paneling, bed posts and tapered spindles all steambent in a soft curve.

M 120 3/3 H or M 120 4/6 H
Same as above but without footboard and has metal bed frames.

M 120 6/6 H SLEIGH BED Headboard height 42".
The King Size version of the Sleigh Bed. Has two "Swing-Away" metal bed frames.



M 108 NIGHT TABLE

W 22" D 14 1/2" H 24"

Doubles beautifully as a lamp table, too. Arch-shape sides, arch-shape shelf, crisp mitered corners, panel front drawer and completely finished back all make this a simply elegant bedroom companion.



M 118

M 178G MOBILE LAMP/NIGHT TABLE
W 22" D 22" H 23"

This versatile piece of furniture can be used as a lamp table or night table, a rolling TV table, or what have you. Back completely finished. Concealed ball bearing rubber tread casters for silent ease of movement.

M 118 CABINET NIGHT TABLE
W 22" D 14" H 29"

Gallery top and recessed base. Top flows smoothly and without interruption into the back by means of fine cabinetry moulding and joining. Note the sculptured drawer front which adds an extra dimension to the front of the Night Table.

**M 104 6-DRAWER DOUBLE
DRESSER**

W 54" D 18" H 30"

The six-drawers in the dresser are arranged in a formal balanced design. Elimination of the top overlap means that the full width of this dresser is devoted to storage space. Can be arranged to butt tight against other bedroom bases.

M 103 FRAMED MIRROR

Overall: W 40½" H 32½"

Available attached; or as hanging mirror, vertical or horizontal. The mirror can also be hung vertically over the M 131 or M 132 Bases (Pages 16 & 17).

**M 114 7-DRAWER DOUBLE
DRESSER**

W 62" D 18" H 30"

This imposing double dresser provides a real wealth of practical storage space. Typical of the Heywood attention to detail is the changed sizes of hardware to conform to different sized drawers. Recessed base gives this piece a light floating look.

M 105 FRAMED MIRROR

Overall: W 48½" H 32½"

Available attached; or as hanging mirror, vertical or horizontal.

**M 119 9-DRAWER TRIPLE
DRESSER**

W 72" D 18" H 30"

Balanced front with two outer banks of wide storage drawers and an inner bank of drawers with a shaped and paneled front. This magnificent master bedroom piece provides storage space to make the homemaker sigh with delight.

**M 115 ATTACHED SHAPED-
PANEL MIRROR**

Overall: W 55½" D 35½"

The mirror is enhanced with two elegantly shaped end panels, a heavy moulded edge and mitered corners.





M 102

M 102 4-DRAWER PANEL CHEST
W36" D18" H41"

Skillfully handled to give it the wanted "Chest on Chest" look. Extra deep top drawer adds an important vertical dimension; is equipped with two shirt dividers. The three lower drawers line up with drawers on the other cases so that you can butt this chest tight against any dresser or base in a smooth, unbroken alignment.



M 112

M 112 6-DRAWER CHEST
W36" D18" H45"

Featured by a "dividing rail" design treatment above the third drawer so that visually it lines up perfectly with the other dressers in the collection. Topmost large drawer fitted with two dividers for shirt storage.



M 123

M 123 CHEVAL MIRROR
Overall: W20" D18" H68"
Glass size: W14" H56"

The beautifully shaped and joined side supports have the "Eiffel Tower" design feeling to them. They are shaped of extra thick solid Cherry stock and provide a wonderfully Contemporary touch. This is a Mirror that will distinguish any bedroom—truly set it apart. Available in Olive Green accent color as well as in Doeskin brown.

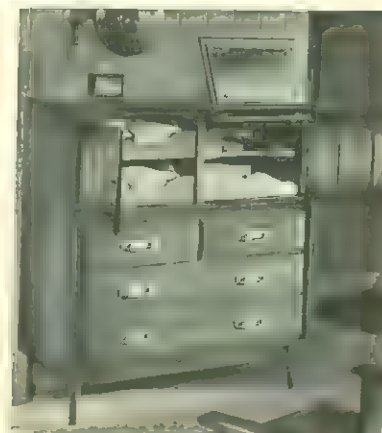


M 122

M 122 MASTER CHEST
W 42" D 18" H 46"

A superb Chest on Chest with a massive quality and an inherent grace that makes this the Man's Chest par excellence. The two lower drawers and the two small drawers immediately above them line up with other cases to form an unbroken design treatment.

Two beautifully shaped paneled doors open to reveal two shaped slide-out trays and one contour adjustable shelf. Note the practical pull-out, flip-up dressing mirror that makes the man of the house a little bit independent of the mirror his wife is using over the dresser. Tremendous amount of storage space for all of a man's wardrobe. A magnificent piece of furniture that quite literally makes a master bedroom truly masterful.



M 132 3-DRAWER BACHELOR'S CHEST
W 36" D 18" H 30"

This versatile chest doubles in brass wherever you want it: in the bedroom, in the foyer, as a base for stacking units (see Page 17)—it yields most gracefully to your requirements.

M 103 FRAMED MIRROR

Overall: W 32½" H 40½"

The framed Mirror can also be hung horizontally over the M 104 Double Dresser (Page 13).

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Cliff House Stack Units

These stack bases and tops provide versatile, flexible solutions to decorating problems in every room of the house. You can use them to create a wall-full of furniture or a vignette setting in a foyer, as you wish. With glass hutch top, these stack units are at home in the dining room or for display of precious belongings. And of course they're ideal in the younger set's bedrooms for storage of everything from books to Kewpie dolls.



M 131

M 131 PANELED DOOR BASE
W 36" D 18" H 30"

M 142 OPEN HUTCH W 36" D 12" H 46"
For use as either a bookcase or an open dining room hutch. Two adjustable shelves. Hutch back of cherry veneer.



M 131/M 142

M 131 PANELED DOOR BASE
W 36" D 18" H 30"

Adjustable shelf behind panel doors provides for flexible interior arrangement. This piece has real heft and solidity—reflects the Heywood way with solid Cherry.

M 131 PANELED DOOR BASE
W 36" D 18" H 30"

M 141 GLS FRAMED GLASS DOOR HUTCH
W 36" D 12" H 46"

Two adjustable shelves behind the glass doors. Makes a fine starter piece for the dining room—and a wonderful display case in the den or foyer. Hutch back of cherry veneer.



M 131/M 141 GLS

M 131 PANELED DOOR BASE
W 36" D 18" H 30"

M 141 PANELED DOOR HUTCH
W 36" D 12" H 46"

Sculptured and shaped double panel doors add real architectural interest to this Hutch. Two adjustable shelves. Hutch back of cherry veneer.



M 131/M 141



M132 3-DRAWER BASE
W36" D18" H30"

Can be used alone as a Bachelor's Chest (see Page 15) or in combination with stack bases and tops to fill an entire wall.

M132 3-DRAWER BASE
W36" D18" H30"

M142 OPEN HUTCH
W36" D12" H46"

For use as either a bookcase or an open dining room hutch. Two adjustable shelves. Hutch back of cherry veneer.



M132/M142

M132 3-DRAWER BASE
W36" D18" H30"

M141 GLS FRAMED GLASS DOOR HUTCH
W36" D12" H46"

Two adjustable shelves behind glass doors. Makes a fine starter piece in the dining room—and a wonderful display case in the den or foyer. Hutch back of cherry veneer.



M132/M141 GLS

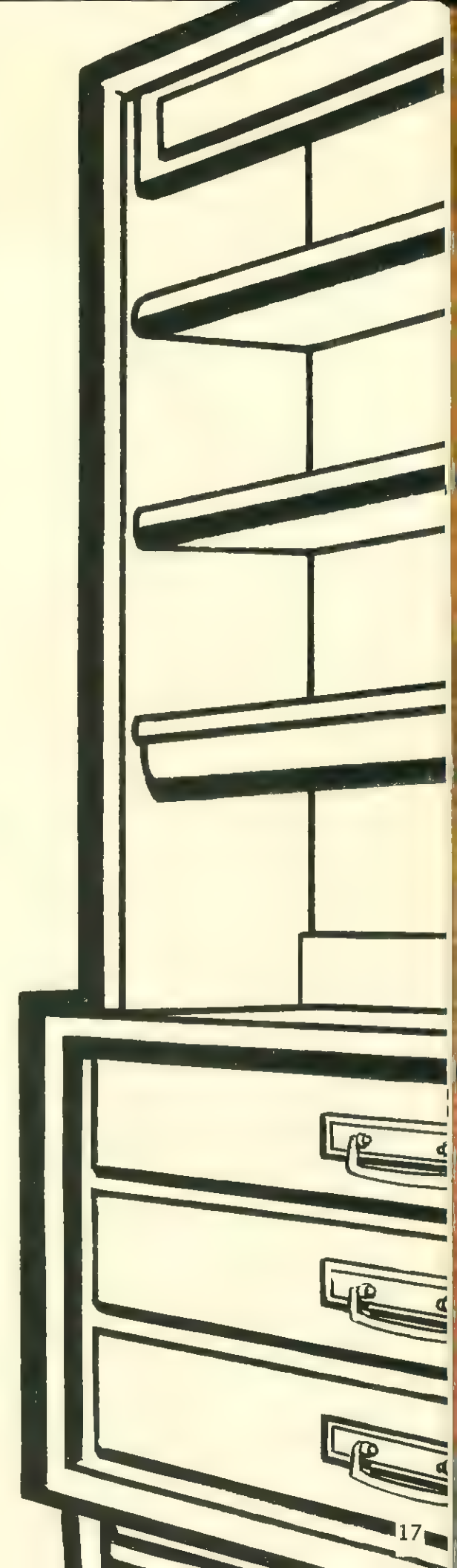
M132 3-DRAWER BASE
W36" D18" H30"

M141 PANELED DOOR HUTCH
W36" D12" H46"

Sculptured and shaped double panel doors add real architectural interest to this hutch. Two adjustable shelves. Hutch back of cherry veneer.



M132/M141



Cliff House Occasional Furniture

The upholstered collections and occasional tables in Cliff House are integrated by design and finish with the bedroom and dining room pieces. The upholstered chairs, in particular, are wonderfully at home as additional seating in the bedroom—and they're wonderfully comfortable, too.

The occasional tables provide a striking selection for the decorator-oriented homemaker—and they are scaled to perfectly complement their companion seating pieces.

M183-70 CONTEMPORARY UPHOLSTERED SETTLE W70" D27" H28"

Contemporary with the touch of Shaker—and quite unusual. The steambent back and front rail are made of solid Cherry. The posts of Maple for extra strength at points of great stress. One piece seat cushion of foam rubber is reversible and zippered—supported on Pirelli rubber webbing platform. One piece polyfoam back cushion is shaped and tapered. Comes with two extra buttoned polyfoam side pillows, reversible.

M183C CONTEMPORARY TUB CHAIR W29" D27" H28"

Companion piece to the M183-70 Settle, it is distinguished by the superb steambent back that gives it a flair and appeal wholly unusual in its character. Same upholstery specification as the Settle.

M180-75 PANELED BACK SOFA W75" D33" H30"

A Contemporary library sofa with a fully exposed top rail and beautifully carved panels on the sides and back. The top rail is of extra thick solid Cherry with mitered corners. The seat platform is strengthened at stress points with Maple. The foam rubber seat cushions are reversible and zippered, supported on Pirelli rubber webbing platform. Tapered, wedged and crowned polyfoam back cushions have zippers. A Sofa that tells you of its good breeding at a glance.

M181C PANELED BACK HOST CHAIR W27" D32" H38½"

Companion chair to the M180-75, and constructed to the same demanding specifications. Note especially the height, and the tight back cushion which has been carefully shaped and tapered for extra comfort.



M183-70



M183C



M183C



M180-75



M 182-72

M 182-72 SWEEP-ARM SOFA
W 72" D 30" H 33"

There's a pronounced Shaker influence to this striking loose cushion piece. It is also a superb example of Heywood's matchless skill in steambending as exemplified by the swept arms, the back and the tapered spindles. Cameo turnings on the front stretchers. The tapered, crowned polyfoam back cushions have an unusual wrap-around welt treatment; fitted with zippers. Foam rubber seat cushions with zippers are supported on Pirelli rubber webbing platform. This sofa has a wonderful lightness of design to it—it has the grace and the imagination that distinguishes truly fine furniture.



M 182C

M 182C SWEEP-ARM LOUNGE CHAIR
W 27½" D 30" H 33"

Companion lounge chair to the M 182-82 Sofa, featured by the same construction characteristics.



M 182R

M 182R HIGH BACK SWEEP-ARM CHAIR
W 27½" D 30" H 37½"

Companion High Back chair to the M 182-72 Sofa, featured by the same construction characteristics. This is a particularly handsome Man's Chair—it has the height, the comfort, and provides the welcome support that invariably attracts every man in the vicinity.





M 171 G ASYMMETRIC COCKTAIL TABLE
W 62" D 22" H 16"

Shaped hanging-type drawer fitted with solid brass knob. Asymmetrical top adds special, individualized interest.



M 171 GX UPHOLSTERED ASYMMETRIC COCKTAIL TABLE W 62" D 22" H 16"

Same as M 171 G Cocktail Table except with custom fitted and shaped foam rubber cushion that converts the table into an auxiliary seating piece.



M 172 G ASYMMETRIC LAMP TABLE
W 28" D 26" H 20½"

Shaped drawer that seems to flow from the underside of the table. Legs start square, taper to round.

M 174 G CABINET STEP TABLE
W 29" D 20" H 22½"

This table has the true cabinetry look with perfect flush joinings. Lovely side silhouette.



M 177 G LAMP/END TABLE
W 28" D 22" H 20"

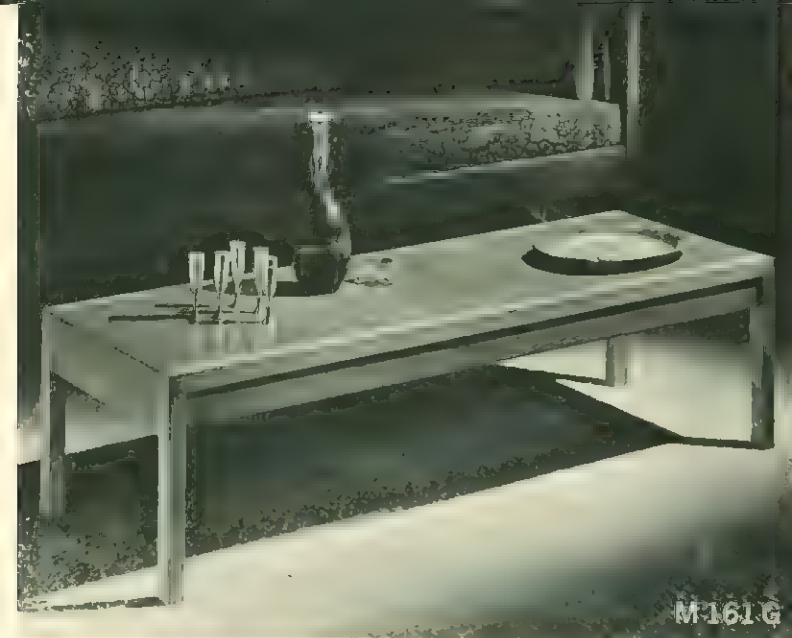
Extremely gracefully proportioned lamp table that is an ideal companion for the M 179 G Oval Cocktail Table (right). The height has been kept to 20" so as to be even with or slightly under most sofa arms. In Doeskin or Olive Green finishes.



M 179 G OVAL COCKTAIL TABLE
W 62" D 20" H 14½"

A modern trestle table with a contemporary shaped base and stretcher. Particularly suited for use with the M 182-72 Sofa (Page 19). Available in Doeskin or Olive Green finishes.





M161G

M161G PARSON'S COCKTAIL TABLE
W50" D18" H14"

So named because the original of this square edged table was developed by the Parson's School of Design. Note that the legs and side bandings are of solid Maple which takes the Doeskin finish in a lighter shade than does the solid Cherry. Result—an accent banding feature. Note the matching of grain on the top and sides—it actually flows over the corner.



M163G

M163G PARSON'S END TABLE
W28" D18" H19"

Same characteristics as the M161G Cocktail Table. Can be used as lamp, end or corner table.



M162G

M162G PARSON'S LAMP TABLE
W27" D25" H19"

Same characteristics as the M161G Cocktail Table. A very generous size table.

M178G MOBILE LAMP/NIGHT TABLE
W22" D22" H23"

This versatile piece of furniture can be used as a lamp table or night table, a rolling TV table or what have you. Back completely finished. Concealed ball bearing rubber tread casters for silent ease of movement.



M178G

M176G BUNCHING TABLE
W18" D18" H15"

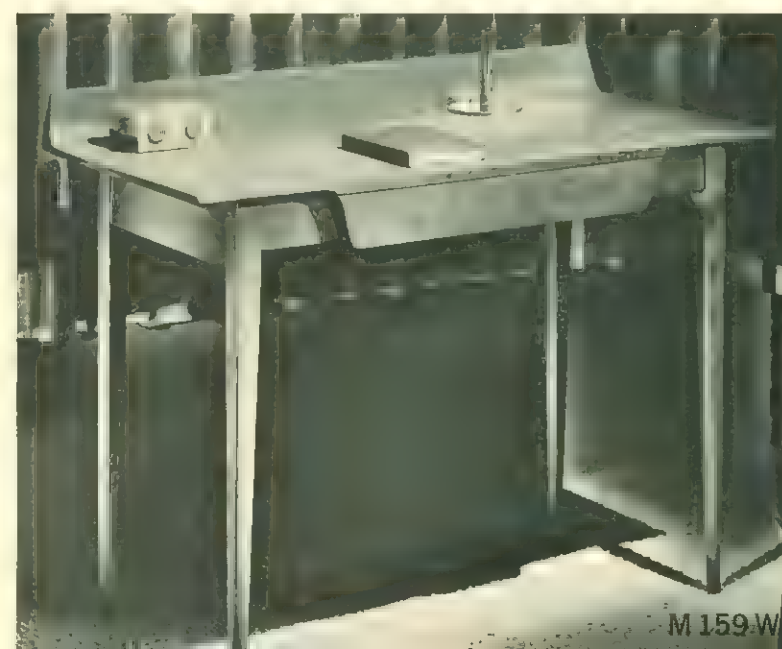
Featured by soft flowing sculptured lines growing out of a handsome pedestal base. They bunch together to form as large or as small a surface as you need. In Doeskin or Olive Green finishes.



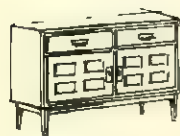
M176G

M159W TABLE DESK
W40" D20" H32"

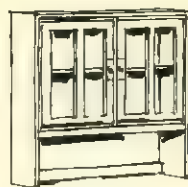
Beautiful any way you look at it. Note especially the swept back top and the artfully shaped hanging-type drawer that flows into the underside at the top.



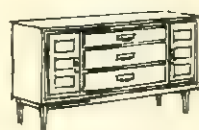
M159W



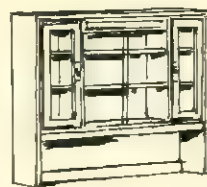
M 134 Paneled Server
Page 4



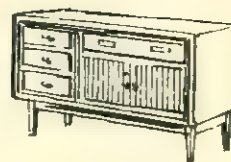
M 144 Framed Glass
Hutch
Pages 4, 6



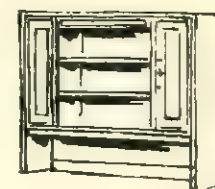
M 135 Buffet
Page 5



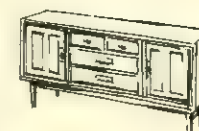
M 145 China Top
Page 5



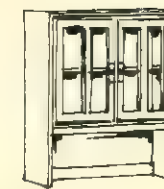
M 136 Tambour Buffet
Page 6



M 146 Paneled
China Top
Pages 6, 7



M 137 Buffet
Page 7



M 141 GLS Framed
Glass Door Hutch
Pages 7, 16, 17



M 154 G Party Table
Page 9



M 156 C Yoke Back
Arm Chair
Page 10



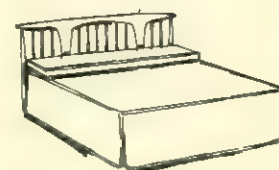
M 158 C Party Swivel
Chair
Page 9



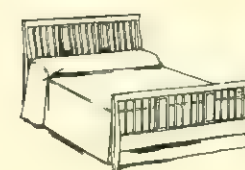
M 140 Open Panel Bed
Page 11



M 110 Yoke Bed
Page 11



M 110 6/6 Yoke
Headboard
Page 11



M 120 Sleigh Bed
Page 12



M 120 6/6 Sleigh
Headboard
Page 12



M 108 Night Table
Page 12



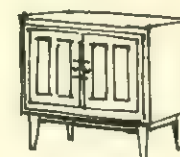
M 123 Cheval Mirror
Page 14



M 122 Master Chest
Page 15



M 132 3-Drawer
Bachelor's Chest
Pages 15, 17



M 131 Paneled Door
Base
Page 16



M 142 Open Hutch
Pages 16, 17



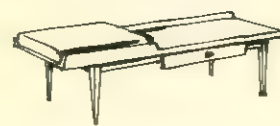
M 141 Paneled Door
Hutch
Pages 16, 17



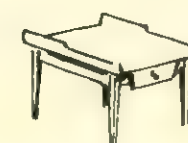
M 182 R High Back
Sweep-Arm Chair
Page 19



M 171 G Asymmetric
Cocktail Table
Page 20



M 171 GX Asymmetric
Upholstered Cocktail
Table
Page 20



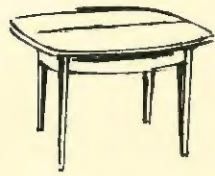
M 172 G Asymmetric
Lamp Table
Page 20



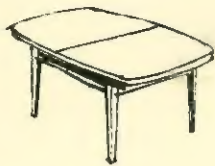
M 174 G Cabinet
Step Table
Page 20



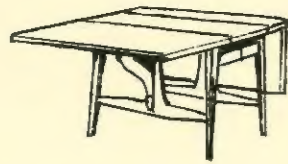
M 177 G Lamp/End
Table
Page 20



M 151 G1, G3
Square/Round
Dining Table
Page 8



M 152 G1, G3
Rectangular Extension
Table
Page 8



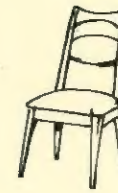
M 153 G1, G3
Drop-Leaf Dining Table
Page 9



M 157 A Ladder Back
Side Chair
Page 10



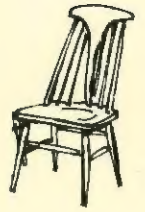
M 157 C Ladder Back
Arm Chair
Page 10



M 155 A Paneled Back
Side Chair
Page 10



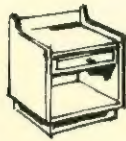
M 155 C Paneled Back
Side Chair
Page 10



M 156 A Yoke Back
Side Chair
Page 10



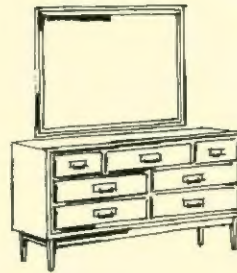
M 118 Cabinet
Night Table
Page 12



M 178 G Mobile
Lamp/Night Table
Pages 12, 21



M 104 6-Drawer
Double Dresser
M 103 Framed Mirror
Page 13



M 114 7-Drawer
Double Dresser
M 105 Framed Mirror
Page 13



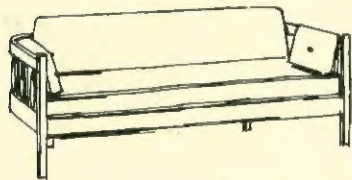
M 119 9-Drawer
Triple Dresser
M 115 Attached
Shaped-Panel Mirror
Page 13



M 102 4-Drawer
Panel Chest
Page 14



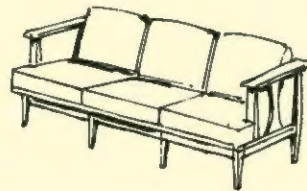
M 112 6-Drawer Chest
Page 14



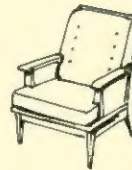
M 183-70 Contem-
porary Upholstered
Settle
Page 18



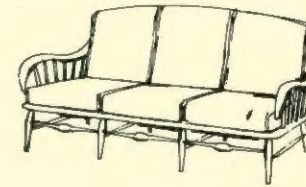
M 183 C Contemporary
Tub Chair
Page 18



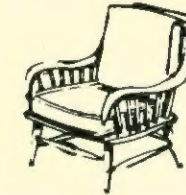
M 180-75 Paneled
Back Sofa
Page 18



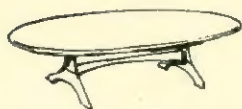
M 181 C Paneled Back
Host Chair
Page 18



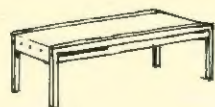
M 182-72 Sweep-Arm
Sofa
Page 19



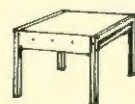
M 182 C Sweep-Arm
Lounge Chair
Page 19



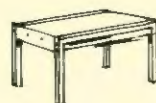
M 179 G Oval Cocktail
Table
Page 20



M 161 G Parson's
Cocktail Table
Page 21



M 162 G Parson's
Lamp Table
Page 21



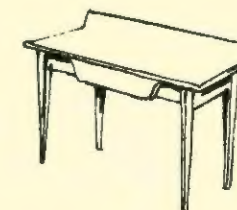
M 163 G Parson's
End Table
Page 21



M 178 G Mobile
Lamp/Night Table
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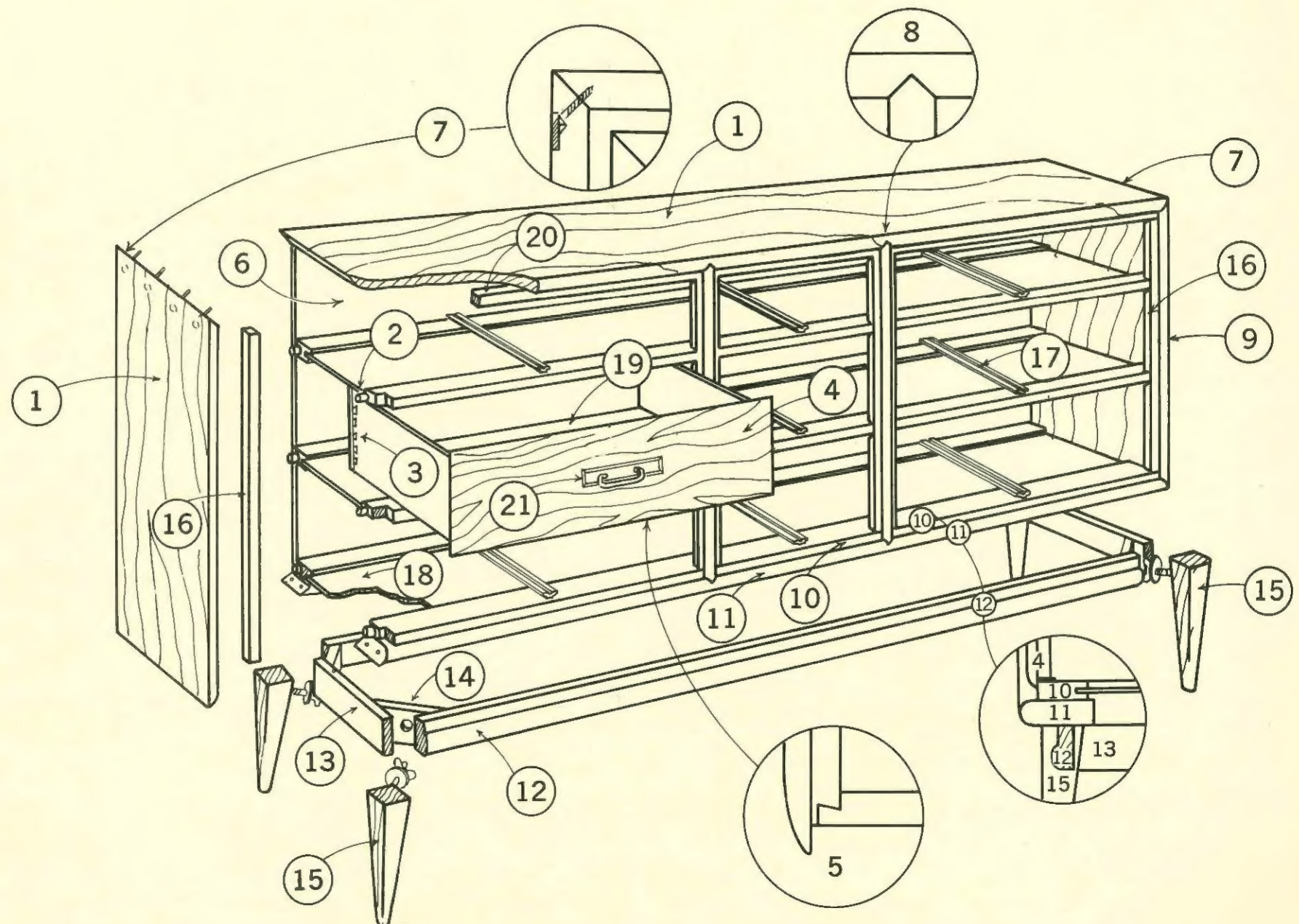
M 176 G Bunching
Table
Page 21



M 159 W Table Desk
Page 21

Cliff House Construction Features

1. All exposed parts are solid cherry, selected and matched for color.
2. Mortised and tenoned frame rail interior construction allows for normal expansion and contraction of the solid cherry wood.
3. All drawers are custom-fitted, and feature lasting Dovetail Construction.
4. All drawer fronts are of one piece solid cherry, which eliminates unattractive joints.
5. All drawer fronts are fully lipped on four sides.
6. Hardboard backs are fitted flush into rabbeted top and ends.
7. Mitred top and end construction gives crisp design appearance and permits butting of all cases. Glue and screw lock construction assures a fixed joint and permits normal expansion and contraction.
8. "Double Mitre" construction of vertical pilasters adds a fine custom look.
9. Half round front edges on all ends, tops and bottom rails glues a softened "frame" to entire case.
10. Bottom interior frame rail tenoned to ends.
11. Bottom front rail mitred to ends and screwed to rail above.
12. Shaped front base rail adds design detail and prevents case from sagging.
13. Side base rails joined to front rear base rail provide perfect supporting corner for leg.
14. Corner blocks glued and screwed to base frame; provides for leg assembly.
15. Case legs of heavy solid cherry are tapered from square at top to round at bottom and fitted to case with heavy hanger bolt construction, through the corner block.
16. End interior vertical frame rail for extra strength.
17. Combination wood and steel center drawer guides provide smooth drawer action.
18. Hardwood dust partitions throughout.
19. Drawer interiors finished and waxed.
20. Top interior horizontal frame rail for extra rigidity.
21. Custom hardware, a combination of soft and crisp forms, done in solid brass and finished in a soft, light satin brass.



Cliff House Retail Merchandising Aids



CLIFF HOUSE CATALOG

This selling catalog has been designed to offer you the most efficient possible selling tool for your own sales floor. The furniture is shown as large and as dramatically as possible, and the generous size of the catalog gives it the importance and distinction that helps maintain your own and the Heywood-Wakefield reputation for quality.

STRING TAG

A distinctive, colorful string tag is attached to every piece of Heywood-Wakefield's Cliff House Collection. It contains informative selling information that provides extra selling impact when the customer is examining the furniture.



ADVERTISING MAT SERVICE

A complete selection of retail mats in a wide range of sizes is available on request. The mats cover the complete Cliff House Collection and present the furniture in art and copy that makes very real sense—and has a very real appeal for your customers.



TRADEMARK EASEL

This is the famous red and gold Heywood-Wakefield Trademark Seal that is known and welcomed by consumers from coast to coast. This large impressive Easel can form a handsome focal point in your Cliff House Gallery, and can be either wall hung or rest firmly on its own tripod base. Modestly priced.

CLIFF HOUSE CONSUMER BROCHURE

These consumer brochures are sold through Heywood-Wakefield national advertising—and they are also available to you for use on your sales floor as another selling aid. The brochure provides a small catalog to the consumer—helps her plan her purchases—and helps you keep your name and that of Heywood-Wakefield before her. Modestly priced.



DISPLAY SIGN

Made of solid cherry. Handsome looking, eye-catching, identifies you immediately as an authorized Heywood-Wakefield dealer. Modestly priced.

NATIONAL ADVERTISING PROMOTIONAL CARDS

Full size color reprints of Cliff House national consumer advertising mounted on colorful magazine counter cards that pin-point national sales interest rights onto your own selling floor.



RETURN TO
DESIGN DIV.



Heywood-Wakefield Company / Gardner, Massachusetts